

(CATALOGUE)
(OF)
(IMPROVED)
STENCIL
DIES.

Manufactured by
(S. M. SPENCER & CO.)
(BRATTLEBORO VT.)

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A CARD.

In presenting our Revised Catalogue we desire to thank our numerous friends throughout the country for their patronage and their kind expressions of confidence and satisfaction. Pleasant associations are clustered in our business intercourse, which relieve much of the tediousness and monotony of business life, and we shall ever hold in grateful remembrance many of our patrons for the courteous and kind treatment they have shown us.

That we have sometimes been remiss we are sorry, but willing to acknowledge. Let the man who has not, please write to us. Difficulties, seemingly insurmountable, we at times have met, but, by the patience of our friends, a due degree of perseverance and the Grace of God, we have conquered them. Unscrupulous and insane competitors have besieged us, but to the trade in general we owe a grateful acknowledgement. There is a tie which unites men of a trade and most happy and prosperous are they who realize it. May we not hope the Stencil Fraternity will exercise Brotherly Love as well as that Honorable Competition which is the life of all business.

We do not claim that our Dies are perfect or that we are ahead of all competition. But we do claim that there are none superior to ours, and few as good. Our prices are as low as the same quality of Dies can be made. We are not compelled to pay high rents, as dealers in cities, but we do employ the best workmen and pay such wages as skilled labor always commands.

Our purpose is ever to improve. We shall not stop at attaining merely a front rank, but press forward, striving to carry our work nearer perfection. Any suggestions from our patrons to this end will be appreciated. To be successful we must give to the public the worth of their money and to our co-laborers a share of the profits. This we are prepared to do and we invite your careful attention to the following pages to see how it is done.


Hoping we may hear from you, and trusting ever to merit your patronage and confidence, we remain

Yours Truly,

S. M. Spencer & Co.

THE HENRY FRANCIS *du* PONT
WINTERTHUR MUSEUM
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MANUFACTURERS OF

Improved Stencil Dies and Stock.

BRATTLEBORO, VT.

Man is so constituted that Labor is indispensable to happiness and health. Much we may regret this divine arrangement, still the necessity is upon us—we must work. To select an occupation is therefore one of our first and most important duties, and, since so much of our happiness depends upon a judicious selection, it becomes us to study well the ground and make a wise choice. That man who quietly folds his hands and rests dependent upon the enterprise of others, is, in a measure, a slave. He may labor in the employ of another sometimes to advantage, but it should be his purpose to make this only temporary, to rise above a mere day laborer, and build for himself a business—honorable and independent. “The gods help those who help themselves.” It is not necessary to conduct an extensive business or make a great display. The “Ten acres” farm well tilled yields the greatest profit.

We should ask, in regard to an occupation, “is it useful as well as profitable? Shall I receive advantages other than pecuniary? Shall I succeed?” If the business we offer answers these questions affirmatively may we not ask for it your careful consideration?

There is a Universal Necessity for Stencil Work.

A thousand and one articles are owned by each individual in the land which should be marked plainly with their name. Clothing, hats, bonnets, gloves, boots, umbrellas, books, cards, envelopes, writing paper, blankets, boxes, barrels, merchandise, farm tools, robes, etc., etc., etc., all may be neatly and quickly marked by means of a Stencil Plate. Every day, clothes are being lost and stolen, books

and tools loaned and never returned, letters sent to the Dead Letter Office and merchandise shipped to the wrong port, because not properly marked. Stencil plates are everywhere used to designate upon barrels, boxes, casks, etc., their contents, such as the different brands of flour and grain, liquids, medicines, fruits, butter, cheese, and numberless other articles that are constantly being packed, and shipped from place to place. Beside, a Stencil Plate is of great value as a means of advertising upon all barrels, boxes, bundles and even car loads of lumber, hay etc., sent off and are extensively used for this purpose. Again, all Patent articles are, by law, required to be so designated, with date of patent, plainly marked upon them. A large class of these articles, such as plows, churns, mowing machines, washing machines, bee hives, straw cutters, corn shellers, etc., etc., are universally marked with Stencil Plates. And, Stencil Plates must always do the principle part of all coarse marking, as they are peculiarly adapted to give an impression upon surfaces that cannot be printed upon, such as wood, iron, leather, sacks, etc. The above in brief shows the *usefulness* of the Stencil business, and now, that

It will pay to engage in the business

can be readily shown, we think. As a money making business it stands unrivalled by any requiring so small a capital, which is so easily learned. If it were an uncertain or untried pursuit we might justly hesitate, but the *want* exists, and where stencils are best known they are most appreciated. The demand for whatever is really useful must continue till the want is supplied. And the want will not only continue but the demand must increase, since every year unfolds new uses to which the stencil plate is adapted, developes new branches of the business.

The demand for Name Plates will never cease, since population is constantly changing, business increasing, children growing to be men and women, and women assuming new names; people are traveling who never traveled before, young people going from home to schools and colleges, and millions are staying at home, who want some neat and simple method of marking their clothing, handkerchiefs, pocket-books—in short, everything liable to be lost or stolen.

Business Plates will always be called for as long as there remains in man's nature a fondness for having his name appear in connection with his business, or while advertising pays, or there exists a necessity for designating the contents of a flour barrel or whiskey cask,

(and we hope longer than the latter). Thus much in regard to the permanency of the Stencil Business.

The Profits are Large.

Small, plain style, Name Plates retail at 50 cents each; ornamented styles at 75 cents to \$2.00 each. The stock for one of these plates—Brass, Frame, Brush, Ink and Directions for using—cost *less than eight cents*, as will be seen by referring to our price list, thus *leaving a profit of 42 cents to \$1.92* on each plate sold. The time required in cutting a plate is from five to thirty minutes.

Large Stencils retail at five to eight cents per letter and cost less than half a cent per letter for stock. A person can cut sixty letters an hour, netting a profit of \$2.70 to \$4.50 per hour. Can you not procure orders for ten name plates in any town in one day? More than that number are often obtained in a single hour. But, reckon ten per day—at the lowest prices—and you have made more than \$4.00 profit; over \$100.00 per month or \$1300.00 per year. We have proof that many are making *three times this amount*.

Can you, in any legitimate business, make a greater profit, considering that you learn the business in an hour, and that only \$25 to \$50 capital is invested.

Other Advantages of the Business

should be considered, also, for while we may, in diverse ways accumulate wealth, we might be compelled to sacrifice health, cramp our nobler nature, or submit to confinement and discomforts. Health is one of Heaven's choicest blessings and no one has a right to engage in business that will destroy or impair it. Much less should we follow any pursuit, however promising of gain, which would hamper free thought, paralyze conscience or sacrifice honor. The Stencil Business is healthful, honorable as it is useful, a field in which to acquire knowledge of human nature, cultivate the important art of pleasing, exercise ingenuity and improve artistic taste and genius. It presents an opportunity for traveling without incurring expense, of observing the customs and manners in different states, and of overcoming that diffidence which most men feel who are unacquainted with the world.

A young man who spent a number of years at canvassing and stencil cutting, thus writes :

" Human nature is the great study of our lives, and he who understands it best is most successful. 'The proper study of mankind is man,' and he who enjoys the best opportunities for seeing all classes of men, in all classes of circumstances, drinks deepest at this great fount of knowledge. The canvasser stands pre-eminent in this respect. He, of all men, has a chance to study his fellow man; to compare the manners, customs, ways and peculiarities of the people in different sections; to store his mind with facts and general information; to visit places of note and interest—thus becoming familiar with scenes which he could never comprehend in all their grandeur from mere description, however correctly penned or eloquently delivered. All have heard of Mount Vernon, Marshfield, Ashland, and the Hermitage, yet who that has not visited these consecrated spots has dreamed of the patriotic feelings, the pure reflections, and the manly resolves that come rushing to the mind as we stand contemplating the virtues, the worth and the greatness of those whose mortal remains lie crumbling in the dust at our feet.

Another has well said, that, "the experience gathered from books, though often valuable, is but of the nature of *learning*; whereas, the experience gained from actual life is of the nature of *wisdom*; and a small store of the latter is worth vastly more than any stock of the former." But,

A Local Stencil Business,

to those who cannot travel, or whose time is partially occupied with other business, can be made very profitable. You may employ agents to canvass for you, cut their plates and let them deliver the work, you receiving one half the retail price. One can cut \$25.00 to \$50.00 worth of plates in a day; one half of which—after paying all expenses—will make a handsome salary.

Many persons have permanent situations which are more agreeable to them than traveling. Such may have an outfit of Dies, Tools and Instructions, which they can use at odd moments and on public occasions, thus make them pay for themselves many times over, and have the business to rely upon in case they were thrown out of employment.

Don't forget that you may employ one or more agents, cut all their plates at odd jobs, and thus realize a liberal income, wholly independent of any regular business you may follow.

Another method is to advertise for work in the stencil line. A friend writes us from Michigan that, since purchasing an outfit, two years ago, he has met with unexpected success. Some days cutting

\$8.00 to \$12.00 worth of work and all *without soliciting an order*. He had another occupation, but Stencil Cutting was added and finally made one of the specialties in his business. Others relate a similar experience.

Ladies can make Stencil Plates,

often with better success than gentlemen. Their quick perception enables them to judge more correctly, and their refined taste renders important service in adapting appropriate styles to different circumstances. They often read human nature better than men, the business is light and pleasant, and a new field for usefulness is opened to them promising ample remuneration.

Milliners and Dress Makers can ill afford to be without our Stencil Outfit. In marking Patterns for Embroidery, and copying the neat things Godey and Mme. Demorest are giving us, the dies and flower-ing tools are invaluable. Very pretty "Designs" can be cut in paper or Bristol Board with them, and we send, with each outfit, a great variety of our Copyrighted Designs for name plates, business cards, etc., which may be nicely displayed upon cloth or card board and exhibited as samples, in a show case. The appropriateness and beauty of these Designs and the intrinsic worth of Stencil plates for marking Linen cannot fail to attract attention and tempt the purse of every caller.

In this way every Milliner and Mantua-maker with little trouble and trifling expense might open an additional branch of business of the most profitable nature. And remember, it requires but little time to learn how to make a good Stencil Plate and only a few minutes to make one.

To do Good Work you must have Good Tools.

This is specially true in cutting stencil plates. An ingenious Yankee will whittle out a violin from an old stump with his jack knife, or build a steam engine on the battle field with fragments he can pick up; but no ingenuity was ever sufficient to contrive a *neat Stencil plate* with ill shaped Dies. It requires no argument to convince one of this truth, as the die gives shape to the letter. Cheap tools are a cheat, though they may be "patented" and puffed by the biggest Gas bag in the country. We would sooner dispense with our dinner than offer or sell such.

Our Improved Stencil Dies,

from smallest to largest, are carefully made by experienced workmen; are all of steel, each die being separately and carefully finished *by hand* and properly tempered and faced. Our improvement is in the style of letter, the material and finish of the die. But we prefer that "another should praise us and not our own mouth." Our works and not our words. We therefore refer you to testimonials on another page, and to Samples of the different Styles of dies, confident that, like the farmer's ox or the old woman's cheese, our Improved Stencil Dies are perfectly qualified to speak for themselves—if you will give them a chance.

O I C Y

(O, I see why) writes the phonographist. "Your Dies are undoubtedly the best and cheapest to be found in America." If you doubt it

JUST TRY OUR DIES

COME
ONE AND
★ ALL.
2,40.

NE. BEATEN
1867.
S.M.S. & CO.

The above will show you the style of letter made by our one inch, three-fourths, one half and three eights inch dies. All our dies are whole, each complete in itself. The larger sizes $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$ and one inch, are hollow faced, with sharp edges, and will cut readily—without liability of breaking—any stencil material. Being of steel, with cutting edges, they do not require as heavy a stroke and leave the metal much smoother than flat faced, cast iron “tools,” which unprincipled dealers are offering though at a somewhat less price.

By a new process, recently invented, we are able to present these large sizes of dies at about half the price which other establishments are compelled to ask for dies of the same quality.

We make no sizes larger than one inch. The demand does not

warrant the expense. For larger letters we use a set of chisels which cost but \$5. A set of patterns for $1\frac{1}{4}$, $1\frac{1}{2}$, $1\frac{3}{4}$ and 2 inch letters and figures will be sent with the chisels for \$8. A set of Inch dies weighs 10 lbs.; $\frac{3}{4}$ inch $5\frac{1}{2}$ lbs., $\frac{1}{2}$ inch $3\frac{1}{2}$ lbs., and $\frac{3}{8}$ inch about $2\frac{1}{2}$ lbs., and cost \$35, \$33, \$30, and \$28, respectively.

**WE CHALLENGE
COMPETITION.**

but warn you to

**BEWARE,
OF INSANE
STENCIL MAKERS.**

or rather Stencil Die maker. These two samples show our Plain and Ornamented $\frac{1}{4}$ inch Gothic Dies, costing respectively \$16 and \$18.

**UPPER & lower Case
— $\frac{1}{4}$ Inch Roman. —**

Cost \$50, and give you two complete alphabets.

**COMBINATION
STENCIL ENGRAVING**

often adds beauty to a plate. Two sizes of Dies are better than one alone. These two sizes, Ornamented, cost \$32. Plain, \$28.



1 2 3 4 5 6 7 8 9 0
 — ★ —
**THREE SIXTEENTHS
 PLAIN GOTHIC.**

**WE
 ★ STILL ★ LIVE,
 ★ Give Us A ★ Trial.
 1867.**

These last three Samples show the style of our 3-16 Ornamented and Plain Gothic, and upper and lower case Roman Dies, costing \$14, \$12, and \$40.

PLAIN AND ORNAMENTED — EIGHTH INCH — GOTHIC.

are our lowest priced dies, costing but \$10. per set, each Style.



show our $\frac{1}{8}$ inch Forward slant dies; the same that we include in our \$25. outfit. They cost, for Dies, Figures and 13 ornamenting tools \$17.



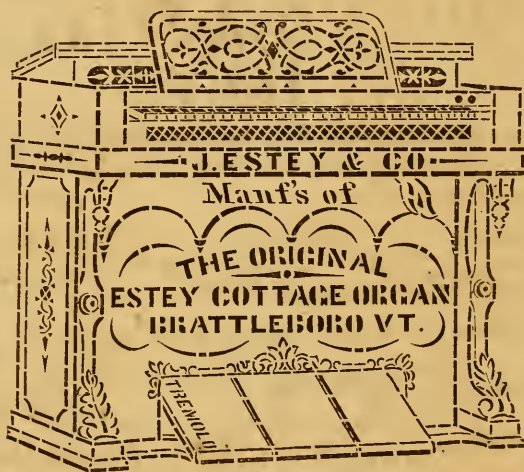
will show you a Sample of our $\frac{1}{8}$ inch Roman Dies. Price \$22.



our 3-32 Roman \$24.



3-32 Backslant. Price \$20. For samples of work which can be done with different styles of dies and border tools we refer to



GEO. P. ROWELL & CO.
ADVERTISING AGENTS,
40 PARK ROW, N.Y.





Our Twenty Five Dollar Outfit.

Many of our friends who would like to engage in the business of Stencil Cutting are unacquainted with the business and the tools required to do good work. We have therefore prepared a Complete Stencil Outfit containing

First.—An Alphabet of our Forwardslant Dies for cutting Capital Letters.

Second.—An Alphabet for cutting the small or Lower Case Letters, same style of Die.

Third.—A Set of Figure Dies.

Fourth.—Thirteen Ornamenting Tools for making Borders, Embroidery patterns, etc.

Fifth.—A Case which contains all the above Dies and Ornamenting tools.

Sixth.—A Hammer.

Seventh.—A Lignumvitæ Block upon which to cut the plates.

Eighth.—A Smoothing Stone.

Ninth.—A Framer, for turning the edges of a plate over the frame and smoothing it down.

Tenth.—A Countersinker for fitting the plate nicely to the frame.

Eleventh.—A Box of Polishing Powder.

Twelfth.—A Polishing Brush to clean and polish the plate.

Thirteenth.—Two Finishing Plates, upon which to smooth, frame and polish the Stencil plates.

Fourteenth.—A pair of small Shears for cutting the metal plate.

Fifteenth.—A Pair of Dividers, useful in spacing the work.

Sixteenth.—A four inch Boxwood Rule, which serves as Try square.

Seventeenth.—A Steel Block Scraper to dress off the block after plates have been cut upon its entire surface.

Eighteenth.—Brass sufficient for Fifty Name and Ten Business Plates beside an extra quantity, at least twenty, to experiment upon.

Nineteenth.—German Silver sufficient for Ten Name Plates.

Twentieth.—Zinc Frames for fifty Name and ten Business Plates.

Twenty First.—Sixty Brushes, for name and business plates.

Twenty Second.—Twenty-five Bottles of Indelible Ink with Directions for using. Our ink is of the best quality and perfectly indelible.

Twenty Third.—A Full set of Patterns of our Copy-righted Designs, with zinc curves for laying off the work.

We have a large number of copy-righted Designs for Name Plates, Business Cards, etc., not shown in this edition of our Catalogue but which will be sent with each Outfit.

Twenty Fourth.—A Bundle of Stencil Advertising Bills to post up in places where you locate.

Twenty Fifth.—A Pocket Canvassing Book, in which are samples of our Designs on Cloth and Paper and Three Specimen Plates in different designs, with an abundance of blank paper upon which to write orders.

Twenty Sixth.—A Copy of our Confidential Pamphlet, which is the key to the Outfit:—we might almost say to your success as a Stencil Cutter. It contains an Essay on Canvassing, Instructions in cutting Stencil Plates—by which the most inexperienced are able to do good work. Receipts for making our Indelible Ink, Stencil Paste of different colors, etc., etc. In fact it is a complete budget of Stencil information written and Copy-righted by us for the exclusive use of our patrons, and is worth the price of the Outfit to any one commencing the business. *In no case* do we supply this Pamphlet to others than those buying our Complete Outfit, or our Dies to the amount of \$25., as we paid that sum for single Receipts which it contains.

Twenty Seventh.—An Assignment of Copy-right to make and sell all our Designs in Stencil work.

Twenty Eighth.—And finally; the entire Outfit is well packed in a neat and substantial Hand Trunk of Oiled Chestnut ornamented with silver headed screws, silvered hooks, brass hinges, handle, lock and key. This trunk is made especially for us, and contains separate compartments for Ink, Brushes, etc.

This Complete Outfit weighs 8 pounds, costs only \$25, and is warranted in every respect. Everything is included here which a person needs to begin and successfully carry on Stencil Cutting in the Name Plate department, and there is nothing which is not needed. We strongly recommend the purchase of a COMPLETE OUTFIT to begin with. You will then have all the tools and instructions and be ready to go right to work. *Without Dies* this Outfit costs \$10, and you can add any style of Dies you choose at the prices given in our Price List.

Please Observe—the Stock included in this Outfit when sold at the usual prices for Stencil plates, will more than pay for the whole Outfit, and you have left all the tools and instructions, worth at least \$22.00. Usually two to four days will suffice to get orders enough to pay for the whole. Any boy or girl with ordinary ingenuity will soon learn to make good Stencil Plates where they have our Designs, Patterns and Instructions with Confidential Pamphlet. The work is rendered almost as simple and easy as driving a nail into a board after a pencil mark has indicated where it should be driven.

We do not pretend a Drone will get rich with one of our Outfits. All men cannot succeed in any business, but active men are now making \$5.00 to \$15.00 per day, clear of expenses. It offers special inducements to those who are persevering; those who desire to travel, for a short time even, as a recreation; those who are temporarily out of employment; and those who have a portion of their time unoccupied. If the business suits, you can add other sizes of dies till you get a good assortment and locate in some thriving village, making it a permanent business. Or if you do not like it—and are *smart*, you can manage to get rid of your Outfit for as much or more than you paid. Some have sold their Outfits as high as \$75.00, which is not an unreasonable price considering the wages one can make with it. A good article will always sell.

Our Dies—except the open Ionic—are all *whole*, i. e. each die complete in itself, and will make a perfect Stencil Letter by being struck through the plate. All our Dies and Stock are warranted to be as good as represented and *far better* than most Steel Letter Cutters can afford at the same prices. We are not paying high rents as dealers in cities are compelled to pay, we purchase our stock direct from the manufacturers—thus getting the best at the lowest prices—and are determined to furnish *the best quality of Dies* at the lowest living rates.

Stamp Dies, Block Stamps and Steel Letters

of any size—best quality—we are prepared to furnish at short notice. Key-check Dies, made with special care, including figures and four ornamenting tools, cost \$6.00 per set, for any size from 1-20 to 1-8 inch. You will need two sizes say 1-12 and 1-16 inch, or 1-12 inch upper and lower case, to do nice work in good style. A “key-check” is a small, oval, German silver check, marked with the owners name to be fastened to a bunch of keys carried in the pocket. These key-checks may also be attached to valises, trunks and numberless other articles which cannot be marked readily with a stencil plate. They are very neat and sell readily at 25 to 40 cents each, while they cost—with a small split steel ring—but 3 cents each. Any one can mark them who can cut a stencil plate. We will add two sets of key-check Dies and 200 key checks and rings to our \$25 outfit and send the whole for \$40. Or will send the two sets of Dies with 200 checks and rings in our hand trunk for \$18. The checks and rings cost \$3 per hundred. Stencil cutters may make this a source of additional profit.

A Block Stamp would be your name cut in a block of hardened steel for stamping saws, chisels, hammers, or any other iron or metal tool. We make these with any size letter, from 1 to 1-100 inch, and charge—for sizes from 1-20 to 1-8 inch—20 cents per letter. Larger or smaller letters cost more. Any of our customers sending an order for two or more Block Stamps, accompanied with cash, may retain 5 cents per letter, sending us at the rate of 15 cents per letter for sizes from 1-20 to 1-8 inch. These stamps retail at 25 to 35 cts. per letter. They are very saleable among mechanics, and Stencil Cutters where they are to remain located or wish to go a second round through the same territory, do well to take orders for them.

To calculate the price of Stamp Dies or Block Stamps larger than $\frac{1}{8}$ inch, add 20 cents per letter for each eighth,—fractions in proportion: thus, 1-8, 20 cts., 3-16, 30 cts., 1-4, 40 cts., etc. For sizes smaller than 1-20 inch, the denominator of the fraction will indicate the number of cents per letter: thus, 1-20 inch, 20 cts., 1-30, 30 cts., 1-64, 64 cts., 1-100 inch, \$1.00 per letter etc. These prices are subject to discount as above—twenty-five per cent off to our customers who buy to sell again. Our Stamps and Stamp Dies are warranted but they must not be used on hardened Steel or chilled cast iron.

What Folks Say

is a matter of some importance if they speak from experience. Read the voluntary testimony of the few whom our limits will permit to speak. We can show you similar expressions from many more of our patrons if you wish to see them.

NEW BLOOMFIELD, PA. Jan. 23d, 1868.

Messrs. Spencer & Co. SIRS: The Outfit and Stock I have received from you proved satisfactory in every respect. I have done well with the Outfit—would not be without it for *three times* its cost. I now want more Dies; give me prices and I will send you the money for them. In all my dealings with you I have found you punctual in filling my orders, and although not personally acquainted, I feel satisfied I am dealing with men who work by the square. Fraternaly Your Friend,

JOHN O. MOORE.

BIRMINGHAM, O. Jan. 27, 1868.

S. M. Spencer & Co. GENTLEMEN: The Dies came to hand two weeks ago. A canvasser was out six days and sold \$48.50 worth of plates. We took another partner on Friday and before dark Saturday night he had taken over \$20,00 worth of orders, beside. I have worked twenty-five or thirty hours and my share of the profits amount to \$24.25. I send you samples of my cutting. Yours Fraternaly, G. H. MAINS.

WORCESTER, PA. Jan. 25, 1868.

Messrs. S. M. Spencer & Co. GENTS: I have received the Hand Trunk all right and am much pleased with its contents. I canvassed *one half day* and obtained orders for *eighteen Stencil plates*, twelve at \$1.00 each and six at fifty cents each—making \$15.00. I hardly know how to thank you enough for sending the Outfit. Enclosed is \$5, for Stock. Your Obedient Friend J. H. WANNER.

Moscow, PA. Jan. 25 1868

Messrs. S. M. Spencer & Co. I received the tools yesterday all in good order—they work splendidly. It is not as hard to learn as I expected. I cut several names for parties this morning. Yours, EMERY BLOODGOOD.

FOREST, N. Y. Jan. 13 1868

S. M. Spencer & Co. GENTS: The Outfit came all right. I am very much pleased with it and it seems a great wonder to all how such small Dies can be made so perfect. I enclose \$5, for Stock. Yours Truly, C. A. CLARK.

MEDWAY, N. Y. Dec. 29, 1867.

Messrs. S. M. Spencer & Co. DEAR SIRS: I received those Dies all O.K. I am very much please1 with them, have done far better than I anticipated.

WARREN E. SMITH.

MARIAN, O. Dec. 17 1867

S. M. Spencer & Co. SIRS. I am well pleased with the Dies, and have made a success o the business in this place. Send me more Stock. A. R. BOWE.

ALBANY, GA. Feb. 4th, 1868.

Messrs. Spencer & Co. GENTS: I write to express my gratification in regard to the Dies sent me. I think the "Outfit" the cheapest and best I have ever seen, nor do I want any better. I shall continue to order Dies till my assortment is complete.

I made some Indelible Ink which is very good but cost me nearly \$10.00 per hundred. It will be my last as long as you furnish it at \$5. per hundred.

I am Respectfully Yours, L. L. STROZER.

SANTA ROSA, CAL. Jan. 28th, 1868.

Messrs. S. M. Spencer & Co. GENTS: I have carefully examined and tried your Dies, and I am very well pleased with them. I pronounce them *good*. They are evenly cut, nicely tempered, and well proportioned;—in a word, they are the best Dies I have seen, and, being a machinist, I have a slight idea of good work in that line. Your designs are beautiful. I send you a sample of a Swan—of my cutting. If you have any new Designs please send them to me. Wishing you success and a rich harvest in your business. I am Yours Truly,

JOHN R. MORROW.

SELINS GROVE, PA. Jan. 3d, 1868.

S. M. Spencer & Co. GENTS: I never was more delighted with a business in my life than I am with the Stencil business. I made in the town of Mercersburg, Pa. \$39.75 clear of all expense, in *three days*. My stock gave out or I should have made at least \$10.00 more. The business is pleasant and very healthful. Though I am partially engaged otherways I would not sell my Outfit under any considerations. Any one is at liberty to write me if they wish further confirmation.

Yours, J. P. KERLIN.

WADESBORO, N. C. Feb. 14, 1868.

Messrs. S. M. Spencer & Co. BRATTLEBORO, VT. GENTS: I received the Hand Trunk with tools and must say I am highly pleased with them. I would not take \$50.00 for my Outfit. Have made \$14.00 in four days, working only at odd hours, though trade is dull and times hard with most business in this section.

Yours Respectfully, D. L. SAYLOR.

PAPER MILLS, BALTIMORE Co. Md. Feb. 12th, 1868.

S. M. Spencer & Co. GENTLEMEN: The \$25. Outfit came to hand last Saturday and is exactly what you recommended it to be. My third attempt at cutting a name plate was successful and my plate equal to the sample you sent. When I get fairly started you shall hear from me again.

Yours Very Truly, F. W. SLYDER.

PHILADELPHIA, E. TENN. Sept. 7, 1867.

Messrs. S. M. Spencer & Co. DEAR SIR: The Box of Stencil Dies sent by you is received and gives *entire satisfaction*. Comes fully up to *your recommendation*. It does nice work.

Yours most truly, S. H. CALDWELL.

NORWALK, O. Feb. 10th, 1868.

S. M. Spencer & Co. DEAR SIR: Enclosed please find \$13. for Indelible Ink and Brushes. I am satisfied with the quality of your goods and wish to continue to trade with you.

FREDERICK SALTER.

The following breif extracts are from letters received by us in the last few months—none of them longer ago than August 1867.

"I received my Outfit all right and am well satisfied with it,—have cut some of the nicest plates I ever saw. The tools and stock were just as represented by you and if there is anything wrong I can't see it. Please accept my sincere thanks and rest assured you shall hear from me often. I. P. CLIFFORD, OLD BRIDGE, N. J.

"The Outfit I got of you last week gives good satisfaction. The first two hours of canvassing I got ten names and the fourth day I got *upwards of forty*—which is much better than I expected. DANIEL E. POWERS, NORTH PRESCOTT, MASS.

"I received everything all right and am much pleased with the two sets of Dies, and Stock that came with them. I made \$2.00 with them before I took them away from the Express Office. C. B. NORTON, KENDALL CORNERS, N. Y.

I am doing a very good business in the Stencil Trade. Cut \$10.00 worth of plates in one day—at home. Have been unable to do any other than a local business as yet." R. M. MARTIN, MARTINDALE, N. C.

"The Dies that I bought of you are just the thing I want to make money with. They work like a charm. In one week I made \$45.56, this is all profit. PRESTON ELDRIDGE, CANAAN, ME.

"I received the Inch Dies all right. I think they are a fine set of tools and every one who has seen them says the same thing." D. P. SACKETT, NORTHFIELD, MINN.

"I have purchased three sets of your Dies and can safely say, they were as good if not the best investment I ever made. I have been very successful with them. J. Q. BURNISTON, WINCHESTER, VA.

"Everything is all satisfactory except that I sent for five sets of Dies and you sent me at this time only *four*." A. T. MERCER & CO. LOUISVILLE, KY.

"The twenty-five dollar Outfit has arrived. The Dies act admirably and I am highly pleased with them." JOSEPH A. LONG, JACKSONVILLE, ILL.

"These Dies (1-2 and 3-4 inch) cut a very handsome plate and work well in the copper plate—*well enough*. L. M. DOUBLEDAY, RICHFIELD SPRING, N. Y.

"I am pleased to say to you that I received my Outfit this evening and am very much pleased with it." S. R. MOORE, MT. JACKSON, VA.

"The \$25 Outfit which I purchased of you over a year ago is still in service giving excellent satisfaction. W. O. CARPENTER, TROY, N. Y.

"I am highly pleased with the Stencil Dies sent me. Am getting along fully as well as I expected." ORSON INGALLS, ALBURGH, VT.

"The Stencil Dies (Inch) ordered from you came to hand in good order. Am well pleased with them." E. H. WILDER, ORANGEVILLE, N. Y.

"The Dies you sent are received in good order. They work well. The stock is all right." ORIEN S. CARPENTER, PITTSBURGH, PA.

"I received the Outfit of Stencil Dies which I ordered and am perfectly satisfied with it. FRANK SMALL, WOODSTOCK, C. W.

"The \$25. Outfit ordered from you on the 6th. I have received and it is satisfactory." SYLVESTER TAFT, GLENDALE, R. I.

"The Stencil Dies I received in due time and they give perfect satisfaction." W. H. BERRY, PORTSMOUTH, N. H.

"Your Stencil Dies have come to hand and are entirely satisfactory." J. B. ARTLEY, CHICAGO, ILL.

"I am doing very well—don't regret that I went into the business." JAMES O. BELLIS, HUNTINGTON, N. J.

"I have received the Outfit all safe and it gives satisfaction." J. H. STOFFER, FUNKSTOWN, MD.

"I am doing well with the Dies I purchased from you." J. M. BENCHOTEN, MILAN, OHIO.

Zinc Frames—Twenty Sizes.

We give below the dimensions in eighths of an inch with price per hundred, of the frames we are prepared to furnish. Numbers 4, 10 and 15 are square inside all the others are Oval. We will send a sample of each size frame, properly numbered for 40 cents.

| No. | Size Outside. | Size Inside. | Price. | No. | Size Outside. | Size Inside. | Price. |
|-----|---------------|--------------|--------|-----|---------------|--------------|--------|
| 1 | 17 by 7 | 14 by 4 | 50 | 11 | 26 by 16 | 20 by 10 | 1 40 |
| 2 | 18 by 10 | 14 by 4 | 60 | 12 | 29 by 14 | 23 by 8 | 1 50 |
| 3 | 21 by 9 | 17 by 5 | 65 | 13 | 33 by 13 | 26 by 6 | 1 60 |
| 4 | 21 by 12 | 16 by 6 | 70 | 14 | 33 by 17 | 26 by 10 | 1 75 |
| 5 | 23 by 10 | 18 by 5 | 75 | 15 | 30 by 22 | 24 by 16 | 2 00 |
| 6 | 25 by 10 | 20 by 5 | 80 | 16 | 33 by 21 | 26 by 15 | 2 50 |
| 7 | 23 by 11 | 18 by 6 | 85 | 17 | 44 by 17 | 35 by 8 | 2 75 |
| 8 | 22 by 13 | 17 by 8 | 90 | 18 | 33 by 27 | 27 by 21 | 3 00 |
| 9 | 26 by 11 | 20 by 6 | 1 00 | 19 | 44 by 28 | 35 by 19 | 4 00 |
| 10 | 24 by 16 | 18 by 10 | 1 25 | 20 | 44 by 34 | 35 by 25 | 5 00 |

BRASS ALPHABETS AND FIGURES.

Best quality, we will furnish at the following rates. *Net Cash.*

ALPHABETS.

| | |
|---------------------------|-----------------------------|
| 2 in....50 cts. | $\frac{3}{4}$ in....25 cts. |
| 1 $\frac{3}{4}$ "....45 " | $\frac{1}{2}$ "....25 " |
| 1 $\frac{1}{2}$ "....40 " | $\frac{3}{8}$ "....20 " |
| 1 $\frac{1}{4}$ "....35 " | $\frac{1}{4}$ "....20 " |
| 1 "....30 " | |

FIGURES.

| | |
|---------------------------|-----------------------------|
| 2 in....25 cts. | $\frac{3}{4}$ in....14 cts. |
| 1 $\frac{3}{4}$ "....23 " | $\frac{1}{2}$ "....13 " |
| 1 $\frac{1}{2}$ "....20 " | $\frac{3}{8}$ "....12 " |
| 1 $\frac{1}{4}$ "....18 " | $\frac{1}{4}$ "....12 " |
| 1 "....16 " | |

LARGE STENCIL BRUSHES.

PER DOZEN, NET CASH

| | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Nos. | 00, | 1, | 2, | 3, | 4 | 5, | 6, | 7, | 8, | 10, | 12, |
| Price. | \$1.25 | \$1.75 | \$2.00 | \$2.50 | \$3.00 | \$3.50 | \$4.25 | \$5.00 | \$6.00 | \$8.00 | \$10.50 |

BRANDING AND BURNING IRONS.

| | |
|---|--------|
| 1-4 inch Letter—for name containing eight letters or less—complete. | \$.75 |
| 1-2 inch Letter — " " " " " " | 1.50 |

If a Brand contains more than *eight* letters we charge—for one fourth inch extra letters, *five cents* each—for one half inch extra letters *ten cents* each. We discount 25 per cent. to agents who order six or more Brands at once.

GERMAN SILVER KEY CHECKS

together with Split Steel Rings.

| | | | |
|------------------------------------|---------|-----------------------------------|---------|
| Eagle style, per hundred | \$5.00. | Oval, best, per hundred | \$3.00. |
| Shield style per hundred | 3.50. | Oval, Thin " " " " " " " " " " | 2.50. |

KEY AND BAGGAGE, HOTEL CHECKS.

No. 1 Round Brass, raised edge, marked "N^o." 7-8 inch diameter, neat for Door Keys, per hundred \$2.00.

No. 2 Round Brass, 1 3-8 inch diameter, punched for 1-2 inch strap, per hundred \$3.00.

Finally. Anything in the line of Stencil or Stamp Dies and Stock, we will furnish at the lowest living rates and of the best quality. We shall be happy to hear from you, and if prices of what you want are not here given we will cheerfully tell you at what rates we can supply you.

STENCIL DIES.

| | | | |
|------|-------|--|---------|
| 3-32 | Inch. | Roman, Upper and Lower Case, with Figures and 4 Border tools, per set..... | \$24.00 |
| 3-32 | " | Backslant, " " " " " " " " " " " " | 20.00 |
| 3-32 | " | Gothic, Plain, Capitals only " " " " " " " " " " " | 10.00 |
| 1-8 | " | Roman Upper and Lower Case, " " " " " " " " " " " | 22.00 |
| 1-8 | " | Forwardslant, " " " " " " " " " " " " | 17.00 |
| 1-8 | " | Gothic, Plain, Capitals only, " " " " " " " " " " " | 10.00 |
| 1-8 | " | " Ornamented, " " " " " " " " " " " | 10.00 |
| 3-16 | " | Roman Upper and Lower Case, " " " " " " " " " " " | 40.00 |
| 3-16 | " | Open Ionic, Capitals only, " " " " " " " " " " " | 12.00 |
| 3-16 | " | Gothic, Plain, " " " " " " " " " " " " | 12.00 |
| 3-16 | " | " Ornamented, " " " " " " " " " " " | 14.00 |
| 1-4 | " | Roman Upper and Lower Case, " " " " " " " " " " " | 50.00 |
| 1-4 | " | Open Ionic, Capitals only, " " " " " " " " " " " | 14.00 |
| 1-4 | " | Gothic Plain, " " " " " " " " " " " " | 16.00 |
| 1-4 | " | " Ornamented, " " " " " " " " " " " | 18.00 |
| 3-8 | " | Roman, " " " " " " " " " " " " | 28.00 |
| 3-8 | " | Gothic Plain, " " " " " " " " " " " " | 22.00 |
| 1-2 | " | Roman, " " " " " " " " " " " " | 30.00 |
| 3-4 | " | " " " " " " " " " " " " | 33.00 |
| 1 | " | " " " " " " " " " " " " | 35.00 |

Single Die, of any size will be furnished at one thirty-third the price of a complete alphabet, or one sixty-sixth where "Upper and Lower case" is specified above. The 13 border tools sent with Our Outfit cost \$3. We will send an assortment of 20 Ornamenting tools for \$1.00 or 40 for \$7.00—all different from the regular border tools. On most of our Dies we have reduced the prices 50 cents to \$3 per set, while the Dies are better made than formerly. They are all Steel and all sizes larger than 1-4 inch are hollow faced and have sharp cutting edges.

STENCIL STOCK.

| | |
|---|--------------------|
| Indelible Ink, Small Bottles, with Directions, per hundred. | \$5.00 |
| “ “ Quart. “ “ bottle. | 4.00 |
| Brushes—Name plate, improved. “ “ hundred. | 1.50 |
| “ “ Large, eleven sizes. See last page. “ “ dozen. | \$1.25 to 10.50 |
| Frames Small, Nos. 1 to 20. “ “ hundred. | .50 cts. to \$5.00 |
| Brass—for large Brands—width 14 inches or less, per pound. | .60 |
| “ best name plate. per pound. | .65 |
| “ “ “ “ “ “ hundred. | .35 |
| German Silver “ “ “ “ “ “ hundred. | 1.00 |
| “ “ “ “ “ “ pound. | 2.00 |
| Copper, for plates cut with large dies, width 14 inches or less, per pound. | .75 |
| Stencil Paper—for Brands; a substitute for Copper at $\frac{1}{6}$ the cost. Sheets 22x31 inches. | .25 |
| Stencil Paste, Black, for large stencils, per box. | .10 |
| “ “ “ “ Red, Yellow, Green, Blue and White, each per box. | .15 |
| Lignumvitæ Blocks. per pound. | .15 |
| Chisels, for cutting large Stencils, 16 pieces. “ “ set. | 5.00 |
| “ “ “ “ “ “ 24 “ “ “ | 7.00 |
| “ “ “ “ “ “ 40 “ “ “ | 10.00 |
| Advertising Bills. “ “ hundred. | .50 |
| Directions for using our Indelible Ink “ “ “ | .25 |
| Copyrighted Designs on paper “ “ sheets | 1.00 |
| “ “ “ “ “ “ cloth “ “ “ | 1.50 |
| Paper Boxes, neat, for nameplate, Ink, brush and directions, per hundred. | 2.50 |

Where orders amount to \$50.00 or more we put in ten per cent of the amount in Extra Stock and on orders of \$100.00 or over we discount fifteen per cent.

THESE ARE OUR LOWEST PRICES—NET CASH AT OUR SHOP.

In sending orders be sure and write your address in full,—giving post office, County and State, distinctly and in each letter. In sending remittances obtain a Draft on New York or Boston if possible, otherwise a post office money order, or you may enclose the Greenbacks, and have your letter Registered and send at our risk.

Remember, we cannot send goods and collect the full amount on delivery. We would gladly accommodate but our profits do not warrant the risk. We will sell to you as cheaply as possible, but we must be secured on Express Bills before we ship the goods. Send us \$5 and the balance will be collected if preferred. It is better to send the whole amount when ordering goods, as it saves you the expense of collection and returning the money by Express. We think the certificates given on next page of cover are sufficient to convince you that we are entirely responsible for any amount entrusted to us.

Mention the Express Company by which you prefer goods sent

Address all communications to

S. M. SPENCER & CO..

Brattleboro, Vt.

TESTIMONIALS.

BRATTLEBORO, Vt., Aug. 1, 1867.

We are happy to bear testimony to the good character, business tact, enterprise and integrity of Messrs. S. M. Spencer and O. B. Douglas, Stencil Die Manufacturers, of this place, and are glad to know that their Stencil Dies are having a wide reputation for excellence.

J. ESTEY & CO.,

Manufacturers of "The Estey Cottage Organs."

I have known Messrs. S. M. Spencer & Co., of this village both in a business way and in the ordinary routine of society, and have found both members of the firm in all intercourse I have had with them, to be honest, honorable and upright men and in every way worthy of the confidence and esteem of their patrons.

FRANK WELLS,

Cashier of the Vermont National Bank of Brattleboro.

I am personally acquainted with Messrs. Spencer and Douglas, Stencil Die Manufacturers, of this town, and cheerfully recommend them as strictly honest and honorable gentlemen, and worthy the confidence of all.

E. B. CAMPBELL.

County Commissioner for Windham Co., and General Ins. Agent.

BRATTLEBORO, Vt. Aug. 1, 1867.

It gives me pleasure to bear witness to the character of S. M. SPENCER & Co., as gentlemen of strict integrity and fair dealing. Their Stencil Outfits have a wide reputation for superior excellence.

WILLIS BEMIS,

Agent American Express and Fisk & Co.'s Express.

BRATTLEBORO, Aug. 13th, 1867.

Having, as agents of Merchants Union Express, done business for S. M. Spencer & Co., for some months, and from our personal acquaintance with the gentlemen, we most cordially recommend them as worthy the patronage and confidence of the public.

CHAMBERLIN & FRANKS,

Agents Merchants Union Express Company.

It is my pleasure to bear testimony to the character of S. M. SPENCER & Co., as gentlemen of integrity and worthy of the patronage and entire confidence of the community.

WILLIAM S. NEWTON,

Town Clerk of Brattleboro, Vt.

From the Vermont Record of April 26, 1866.

Mr. S. M. Spencer has received as a partner in his Stencil Die Manufactory, Lieut. O. B. Douglas, of Orwell. Lieut. Douglas is an intelligent, enterprising, patriotic citizen, and an honorable, high-toned gentleman. He took an active part in the war for the Union, and when the sun went down upon the bloody field of Shiloh, he was counted among the wounded heroes of that eventful day. Brattleboro has a hearty welcome for all such worthy acquisitions to her population and business.

1-4 Inch.

3-32 "

3-32 "

3-32 "

1-8 "

1-8 "

1-8 "

1-8 "

3-16 "

3-16 "

3-16 "

1-4 "

1-4 "

3-8 "

1-2 "

3-4 "

1 "

PRICES

AND

Samples

OF

Different

STYLES

AND

Sizes

OF

S.M. Spencer

& CO'S.

IMPROVED

STENCIL

D

I

E

S

Figure Dies and Border Tools are Included with Each Set.

\$ 25,00

10,00

24,00

20,00

22,00

10,00

10,00

17,00

12,00

40,00

14,00

18,00

16,00

28,00

30,00

33,00

35,00



6

7

8

9

10

11

| | | |
|-----------|---------------|----------|
| 1-4 Inch. | PRICES | \$ 25,00 |
| 3-32 " | AND | 10,00 |
| 3-32 " | Samples | 24,00 |
| 3-32 " | of | 20,00 |
| 1-8 " | Different | 22,00 |
| 1-8 " | STYLES | 10,00 |
| 1-8 " | AND | 10,00 |
| 1-8 " | Sizes | 17,00 |
| 3-16 " | OF | 12,00 |
| 3-16 " | S.M.Spencer | 40,00 |
| 3-16 " | & CO'S. | 14,00 |
| 1-4 " | IMPROVED | 18,00 |
| 1-4 " | STENCIL | 16,00 |
| 3-8 " | D | 28,00 |
| 1-2 " | I | 30,00 |
| 3-4 " | E | 33,00 |
| 1 " | S | 35,00 |

Figure Dies and Border Tools are Included with Each Set.